

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-17. (Cancelled)

18. (Currently Amended) A system for enabling anonymous communication between a user and an application, via interaction of a sensing device with coded data identifying the application printed on an interactive surface to generate interaction data, the sensing device being assigned with a unique identity which is associated with an identity of the user, the interaction data including data on the application and sensing device identity/identities, the system including a computer system configured and programmed to:

receive the interaction data generated by the sensing device via said interaction with the printed interactive surface;

identify ~~a first telecommunication address of the user using application and the~~ sensing device from the identity data included in the received interaction data;

~~associate a temporary telecommunication address with the first telecommunication address~~ translate the identified application and sensing device identities into an alias identity;

~~send the temporary telecommunication address alias identity~~ and interaction data to an the identified application:

~~receive information from the identified application, the information being addressed to said temporary telecommunication address alias identity;~~ and

~~forward the information from the application to the first telecommunication address~~ user via the alias identity.

19. (Cancelled)

20. (Currently Amended) The system of claim 18, wherein the interaction data includes a digital signature of the user and the step of identifying ~~the first telecommunication address~~ includes identifying ~~the first telecommunication address recorded for a registered user~~ identified by the digital signature.

21. (Currently Amended) The system of claim 18, wherein the computer system includes a first server, and ~~the step of associating is performed at the first server which performs said translation.~~

22. (Original) The system of claim 21, wherein the first server is a registration server.

23. (Currently Amended) The system of claim 21, wherein ~~the step of sending the temporary telecommunication address is performed by the first server performs said sending.~~

24-31. (Cancelled)

32. (Original) The system of claim 18, wherein at least some of the coded data includes an identifier.

33. (Original) The system of claim 32, wherein the identifier is a unique product item identifier.

34. (Original) The system of claim 33, wherein the unique product item identifier is an electronic product code.

35. (Cancelled)

36. (Cancelled)